

CHANGE IN REPORTING RELATIONSHIPS

- PM military sales direct reporting to NYO (tighter communication - morale up)

AAFES TRADE SHOW

- Cambridge added to stock assortment
- Increase of stock assortment for large open order stores from 60 to 75 brands (Maxwell Report)
- Increase of stock assortment in distribution centers from 40 to 50 brands (Mini/Brigade Accounts)
- Changing all 4 shelf Gondola fixtures to 6 shelves (more product)
- Addition of value fixture areas (AV) allocating PM 25% SOS

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